

Practicum in Audio/Video Production

Knowledge and skills. [PRACAVP](#)

1 The student applies academic knowledge and skills in production projects. The student is expected to: [PRACAVP.1](#)

- A apply English language arts knowledge and skills by consistently demonstrating use of content, technical concepts, and vocabulary; using correct grammar, punctuation, and terminology to write and edit documents; and composing and editing copy for a variety of written documents such as scripts, captions, schedules, reports, manuals, proposals, and other client-based documents; and [PRACAVP.1A](#)
- B apply mathematics knowledge and skills in invoicing and time-based mathematics by consistently demonstrating knowledge of arithmetic operations and applying measurement to solve problems. [PRACAVP.1B](#)

2 The student implements advanced professional communications strategies. The student is expected to: [PRACAVP.2](#)

- A adapt language such as structure and style for audience, purpose, situation, and intent; [PRACAVP.2A](#)
- B formulate, analyze, and organize oral and written information; [PRACAVP.2B](#)
- C formulate, analyze, interpret, and communicate information, data, and observations; [PRACAVP.2C](#)
- D create and deliver formal and informal presentations; [PRACAVP.2D](#)
- E apply active listening skills to obtain and clarify information; [PRACAVP.2E](#)
- F listen to and speak with diverse individuals; and [PRACAVP.2F](#)
- G exhibit public relations skills to increase internal and external customer/client satisfaction. [PRACAVP.2G](#)

3 The student implements advanced problem-solving methods. The student is expected to: [PRACAVP.3](#)

- A employ critical-thinking skills, including data gathering and interpretation independently and in groups; and [PRACAVP.3A](#)
- B employ interpersonal skills in groups to solve problems and make decisions. [PRACAVP.3B](#)

4 The student implements advanced technology applications and processes. The student is expected to: [PRACAVP.4](#)

- A use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects; and [PRACAVP . 4A](#)
 - B use processes such as personal information management, file management, and file sharing. [PRACAVP . 4B](#)
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5 The student implements advanced knowledge of the evolution and current trends of the audio and video production industries. The student is expected to: [PRACAVP . 5](#)

- A summarize the history and evolution of audio and video production industries; and [PRACAVP . 5A](#)
 - B analyze the current trends of audio and video production industries. [PRACAVP . 5B](#)
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6 The student applies safety regulations. The student is expected to: [PRACAVP . 6](#)

- A consistently implement personal and workplace safety rules and regulations; [PRACAVP . 6A](#)
 - B recognize and resolve potential safety concerns; and [PRACAVP . 6B](#)
 - C follow emergency procedures. [PRACAVP . 6C](#)
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7 The student implements leadership characteristics in student organizations and professional development activities. The student is expected to: [PRACAVP . 7](#)

- A employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills; [PRACAVP . 7A](#)
 - B employ teamwork and conflict-management skills to achieve collective goals; [PRACAVP . 7B](#)
 - C establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions; [PRACAVP . 7C](#)
 - D prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas; [PRACAVP . 7D](#)
 - E conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and [PRACAVP . 7E](#)
 - F employ mentoring skills to inspire and teach others. [PRACAVP . 7F](#)
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8 The student implements ethical decision making and complies with laws regarding use of technology. The student is expected to: [PRACAVP . 8](#)

- A exhibit ethical conduct related to providing proper credit for ideas and privacy of sensitive content; [PRACAVP . 8A](#)

- B discuss and apply copyright laws in relation to fair use and acquisition, trademark laws, personal privacy laws, and use of digital information by citing sources using established methods; [PRACAVP.8B](#)
 - C model respect for intellectual property when manipulating, morphing, and editing graphics, video, text, and sound; [PRACAVP.8C](#)
 - D demonstrate proper etiquette and knowledge of acceptable use policies when using networks, especially resources on the Internet and intranet; and [PRACAVP.8D](#)
 - E analyze the impact of the audio/video production industry on society. [PRACAVP.8E](#)
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9 The student demonstrates appropriate career-building characteristics and maintains a professional portfolio. The student is expected to: [PRACAVP.9](#)

- A maintain a career portfolio to document information such as work experiences, licenses, certifications, and work samples; [PRACAVP.9A](#)
 - B demonstrate skills in evaluating and comparing employment opportunities; [PRACAVP.9B](#)
 - C examine and employ professional networking opportunities such as career and technical student organizations, professional social media, and industry professional organizations; and [PRACAVP.9C](#)
 - D examine employment opportunities in entrepreneurship. [PRACAVP.9D](#)
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10 The student employs effective planning and time-management skills to enhance productivity. The student is expected to: [PRACAVP.10](#)

- A employ effective planning and time-management skills to complete work tasks; and [PRACAVP.10A](#)
 - B use technology to enhance productivity. [PRACAVP.10B](#)
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11 The student implements an advanced understanding of a client-based production in all stages of production. The student is expected to: [PRACAVP.11](#)

- A determine and meet client needs by conducting client meetings to identify specific project requirements and target demographics; and [PRACAVP.11A](#)
 - B develop a production proposal for client approval that includes a production schedule, research-based production costs, and appropriate delivery and distribution options. [PRACAVP.11B](#)
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12 The student engages in pre-production activities for a successful execution of the project. The student is expected to: [PRACAVP.12](#)

- A identify cast, crew, equipment, and location requirements; [PRACAVP.12A](#)
- B develop a budget with considerations for cast, crew, equipment, and location; [PRACAVP.12B](#)
- C analyze the script and storyboard processes; and [PRACAVP.12C](#)
- D assign team roles required for production. [PRACAVP.12D](#)

13 The student engages in production activities for successful execution of the project. The student is expected to: [PRACAVP.13](#)

- A conduct a client meeting for presenting production strategies and implement client feedback; [PRACAVP.13A](#)
- B implement a coherent sequence of production events; [PRACAVP.13B](#)
- C use necessary equipment and crew for quality productions; [PRACAVP.13C](#)
- D demonstrate teamwork and knowledge of interpersonal skills with sensitivity to diversity; [PRACAVP.13D](#)
- E demonstrate appropriate use of editing systems; and [PRACAVP.13E](#)
- F make decisions appropriate for each element of production. [PRACAVP.13F](#)

14 The student engages in post-production activities for a successful output and distribution of the project. The student is expected to: [PRACAVP.14](#)

- A make necessary adjustments regarding compatibility issues, including digital file formats and cross-platform connectivity; [PRACAVP.14A](#)
- B use various compression standards; [PRACAVP.14B](#)
- C research the appropriate delivery formats for the target audience; [PRACAVP.14C](#)
- D advise clients on optimal delivery options; and [PRACAVP.14D](#)
- E discuss distribution options with optimal project reach. [PRACAVP.14E](#)

15 The student practices business skills for freelance entrepreneurs. The student is expected to: [PRACAVP.15](#)

- A implement standard freelance entrepreneur self-promotion techniques; [PRACAVP.15A](#)
- B develop proposals, standard billing, and collection practices; [PRACAVP.15B](#)
- C research freelance entrepreneur start-up practices; and [PRACAVP.15C](#)
- D use technology applications common to freelance entrepreneurs. [PRACAVP.15D](#)

16 The student develops an understanding of professional employment strategies through practical experience in the arts, audio/video technology, and communications career field. The student is expected to: [PRACAVP.16](#)

- A identify types and requirements of potential employers; [PRACAVP.16A](#)
- B use professional etiquette and protocol in situations such as making introductions, speaking on the phone, communicating via electronic devices, offering and receiving criticism, and making follow-up communication; and [PRACAVP.16B](#)
- C exhibit appropriate grooming and attire. [PRACAVP.16C](#)

17 The student develops an understanding of appropriate interview strategies in professional contexts. The student is expected to: [PRACAVP.17](#)

- A employ appropriate verbal, nonverbal, and listening skills; [PRACAVP.17A](#)

- B** use clear and appropriate communications to convey skill set to others; [PRACAVP.17B](#)
- C** understand and apply federal laws regarding lawful employment interviews; and [PRACAVP.17C](#)
- D** identify and use appropriate strategies for dealing with diverse individuals. [PRACAVP.17D](#)